

# donor SPOTLIGHT

## A legacy in business and in giving *by Julie Pedretti*

Not many people from Wisconsin have been invited to a reception at Buckingham Palace. Yes, *the* Buckingham Palace in London.

Joseph and Judy Masters are modest about their experience with the British monarchy. In 1948, Joseph's father, C.L. Masters, started an industrial knife-making business, The Kinetic Co., with production facilities located on Milwaukee's south side. In 1970, the plant moved to Greendale, Wis. Fifteen years later, Kinetic purchased an industrial knife manufacturer in Sheffield, England, to expand their product line. Because of the successful operations at this new plant, Joseph and Judy were invited to the Queen's official residence.

Modesty is a hallmark of the Masters family that has generously donated to Children's Hospital of Wisconsin for more than 25 years. The Masters Family Speech and Hearing Center has been the beneficiary of funds to purchase state-of-the-art speech pathology and audiology equipment. Since the Masters family began supporting the program, it has

grown from a staff of three to more than 40 speech/language pathologists, audiologists and support staff. There also are two sites where families can receive speech and hearing services, at the hospital

sons now are involved in the business. Cash Masters is vice president of operations with primary responsibility for managing the plants, including the selection and installation of new equipment. Jared

Masters is vice president of sales and administration, with a focus on managing worldwide sales.

"I'm proud that we're a growing, global business with an excellent reputation," said Joseph. "The president of a local chamber of commerce told me that he doesn't often see a successful third generation business. It's gratifying to see my sons work together. I'm convinced that much of their success can be attributed to their communication skills – absolutely critical in a growing business."



and Children's Hospital Clinics-North Shore in Brown Deer, Wis., which houses the Masters Family North Shore Speech Clinic.

In 1970, when he was only 22 years old, Joseph became president of Kinetic when his father died unexpectedly. Kinetic is the niche maker of specialized industrial knives for, among others, the paper, steel and food processing industries. His two

Communication skills may not have been strengths for Cash and Jared if they had not been diagnosed with speech and language disorders at a young age. In 1978, when Joseph and Judy became concerned that their oldest son, Cash, wasn't talking by the time he was 3 years old, they sought advice from their family physician. They were referred to speech/language pathologist Susan Marks, MS, CCC,

SLP, at Children's Hospital, then located at 17th Street and Wisconsin Avenue in Milwaukee. Jared had similar problems when he was a young child, and Cash's son Clayton currently is in speech and language therapy with Tracy Piette, MS, CCC, SLP, speech/language pathologist at Children's Hospital. Through research, it is becoming apparent that some speech and hearing problems are genetic in nature.

Judy brought Cash to Children's Hospital twice a week, and then once a week, for speech therapy. "The observation room was a broom closet," said Judy. "I shared the tight space with the cleaning supplies. In the end, Sue and her colleagues did a wonderful job with Cash and Jared. Their behavior improved when they could begin speaking. Then, we couldn't get them to stop!

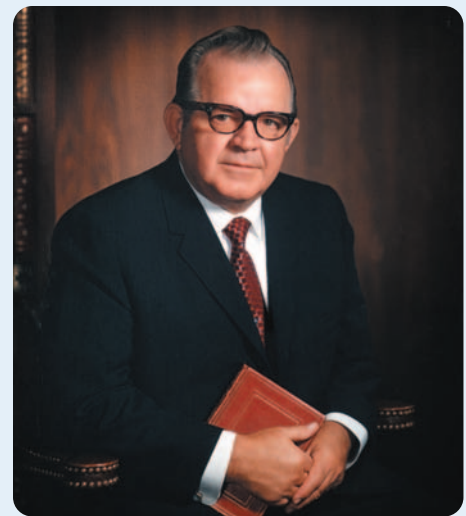
"We'd park in front of Real Chili on Wells Street, a great people-watching spot," said Judy. "We still remember the old, slow elevator that took us to the clinic. We were grateful that the speech and hearing program was able to secure more space, equipment and staff when

Children's Hospital moved to its current campus in 1988."

In 1999, the Masters Family Speech and Hearing Center was named in honor of Joseph's father.

"The growth we have achieved and our ability to serve more children is in direct relationship to the generous support of the Masters family," said Marks, manager of the speech and hearing program at Children's Hospital since 1970 and a fellow in the American Speech Language Hearing Association. "We've been able to expand beyond what we could have dreamed. The Masters family has provided resources that allow us to purchase specialized equipment, such as a swallow station, and recruit staff. I give them credit for placing our program among the top three speech and hearing programs in the United States."

"We give our support because of what Sue did for our boys," said Joseph. "I can't tell you how many times I have referred friends to the program. It's amazing that they've never heard of this incredible resource for their family. I



C.L. Masters

consider it the best in the country. We support the program to keep it that way."

The next generation of the Masters family is in good hands at Children's Hospital. Cash is appreciative of the care his young son, Clayton, has received. "He became so frustrated when he wasn't able to talk and to express himself," said Cash. "He's made so much progress in his speech and interpersonal relationship skills."

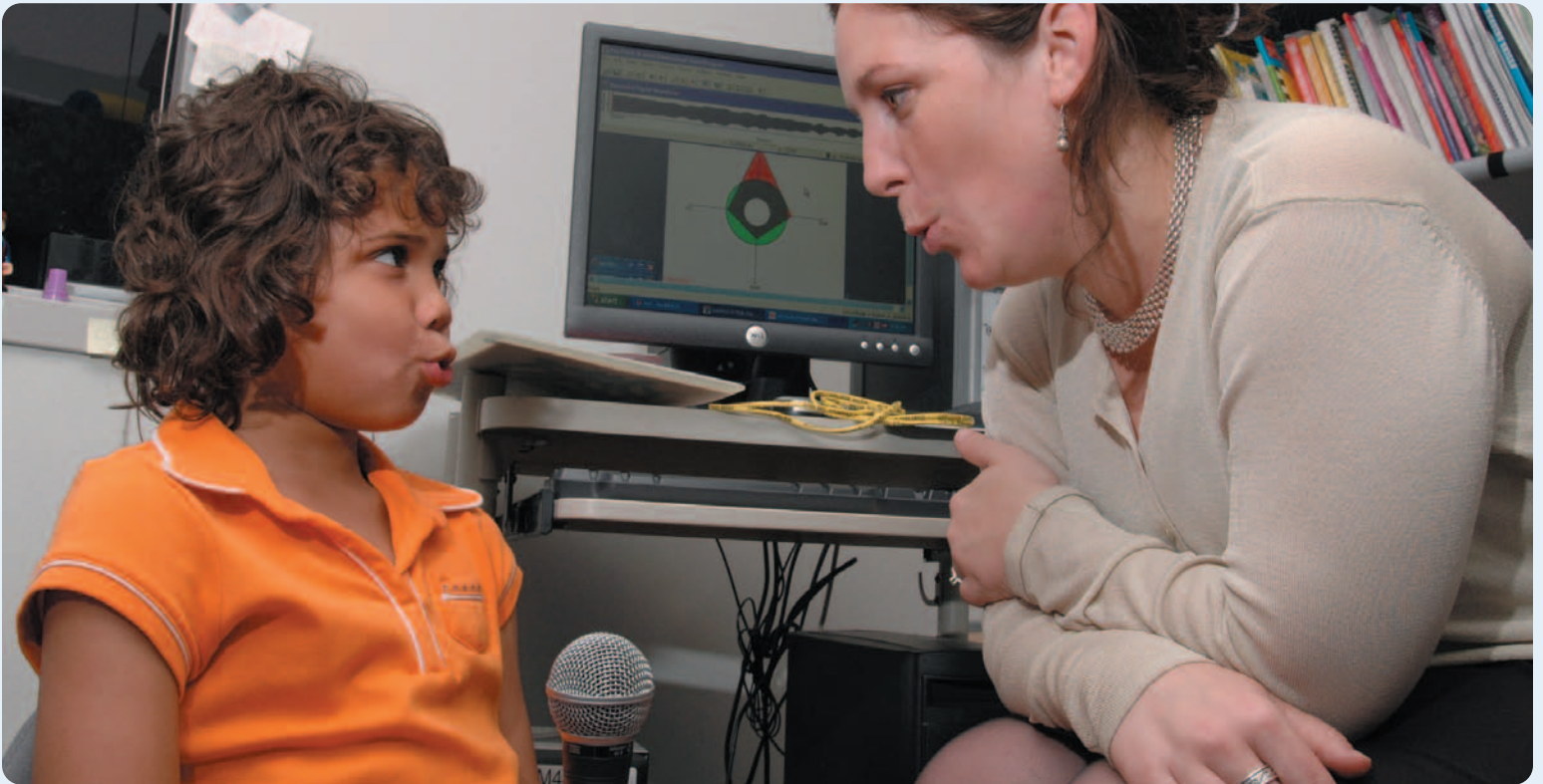
Jared also has given back to Children's Hospital. As a Marquette University student several years ago, he served as a volunteer at the reception desk in the Masters Family Speech and Hearing Center. **"This clinic is a fantastic resource,"** said Jared. "It was incredible to see what parents and children go through dealing with their hearing or speech problems. Children make so much progress, and the parents are pleased when their children have been helped."

A legacy in business and a legacy in giving. The Masters family sets an example that's hard to match.

So, how many people do you know have been invited to Buckingham Palace?



As executives in the Masters family's knife-making business, Cash (left) and Jared Masters rely on communication skills developed after overcoming speech problems as children.



*Savannah Braun, pictured with speech/language pathologist Kary Mirasola, is one of hundreds of children who benefit from services provided through the Masters Family Speech and Hearing Center.*

Since 1965, the Masters Family Speech and Hearing Center of Children's Hospital of Wisconsin has helped infants, children and adolescents and their families with a wide range of speech, hearing, language, feeding and swallowing problems.

Evaluation and treatment services are provided to children who are inpatients at Children's Hospital, as well as through the out-patient specialty clinics. These include:

- Audiology Clinic.
- Auditory Processing Clinic.
- Cochlear Implant Clinic.
- Saliva Control Clinic.
- Speech Clinic.
- Cleft Lip and Palate Clinic.
- Voice Clinic.

In addition, speech/language pathologists and audiologists work with the following groups and departments at Children's Hospital:

- Airway, Digestive and Voice Center.
- Feeding and Swallowing Center.
- HIV Team.
- Spina Bifida Clinic.
- Neonatal Intensive Care Unit Follow-up Clinic.
- Autism-Behavior-Communication Team.
- Rehabilitation Team.

- Neurofibromatosis Clinic.
- Fibroptic Endoscopic Evaluation of Swallowing Clinic
- Down Syndrome Clinic.
- Velocardiofacial Syndrome Clinic.
- Pediatric Extended Care.
- Child Development Center.
- Genetics Center.
- Ear, Nose and Throat Clinic.

Masters Family Speech and Hearing Center services include:

- Audiometric evaluations.
- Hearing aid fitting.
- Assistive listening devices.
- Video phonation studies of the speech mechanism.
- Oral pharyngeal motility studies/swallow studies.
- Inpatient rehabilitation.
- Medical and school referrals.
- Parent counseling and training.
- Evaluation and treatment for:
  - Speech/articulation problems.
  - Language delays and disorders.
  - Oral motor/feeding problems.
  - Voice/resonance problems.
  - Drooling/oral motor problems.
  - Stuttering and other fluency disorders.
  - Cognitive/linguistic problems. ♦